The World of YAMAHA
Yamaha Corporation's Global Newsletter
Spring 2001 No.62

Contents

2–"Musikmesse" and "Prolight & Sound" 2001
2001 Winter NAMM Show Held
Home Theater Total Solutions CES 2001 (Las Vegas)
3–President Ito Visits Yamaha Companies in Taiwan
Ring Tone Download Service Started in Taiwan and China
4–Solo Concert by Maria Joao Pires
Panama, Colombia, and Venezuela Piano Competitions
First Yamaha Store and Music School Opened in the Middle East
5–Akira Jimbo Drum Clinic and Jazz Night
Yamaha's Outstanding Community Contributions Recognized
Yamaha Grand Piano S6 Delivered to Milan's La Scala Theater
6–Everything You Ever Wanted to Know about Orchestras
8–JOCs Delight Audiences around the World
Yamaha Marching Drums Used in Paris Parade

Four Products Receive Messe Awards

The following Yamaha products were selected for "Musikmesse" and "Prolight & Sound" 2001 Messe awards.

· Yamaha mLAN System (Best innovative product)
· Yamaha A5000 (Sampler, hardware)
· Yamaha CS-6X (Synthesizer, hardware)
· Yamaha P-80 (Stage piano)

Presentation of the Messe Awards

President Ito inspects the Yamaha booth.

President Ito Visits Four Yamaha Group Taiwan Companies, Encourages Staff

In November last year, Mr. Shuji Ito, president of Yamaha Corporation, visited four Yamaha Group companies in Taiwan. In each visit Mr. Ito directly encouraged individual staff members to "make the Yamaha brand even more shining" and all four companies renewed their resolve to strengthen production, sales, and market penetration.

Home Theater Total Solutions Presented at CES 2001

At the Consumer Electronics Show (CES) 2001, a US business show held in January, Yamaha's display focused on the DPX-1 digital cinema projector, which uses the DLP™ (Digital Light Processing System). Many who visited the booth expressed the hope that Yamaha, a leading player in the home theater field, will achieve further advances in the future.

Winter NAMM Show Emphasizes Yamaha's Comprehensiveness

At the Winter NAMM Show held in the United States from January 18 to 21, Yamaha exhibited pianos and many other new products. The coherent design of the booth emphasized the comprehensiveness of the Yamaha brand. The lively booth also showcased a range of events and experimental new distribution systems.

"Musikmesse" and "Prolight & Sound" 2001

Musikmesse , the world s largest music fair, was held again together with Prolight & Sound focused on commercial audio and lighting equipment in the German city of Frankfurt. The two fairs opened over the five days from March 7 to 11 (open to the public on March 10 and 11).

This year, Yamaha Europa G.m.b.H. (YE) added two new booths in addition to the usual No. 8 Main Booth and No. 5 Commercial Audio Booth. These were the No. 9 fourth floor Acoustic Village and the No. 4 DJ Expo (open on March 10 and 11). While the scale of the fair was around last year s level with approximately 2,147 exhibitors and 93,000 visitors, all the Yamaha booths were very lively and Yamaha s presence was enhanced through the slogan Yamaha goes EUROpe . . . Tuned into the future , designed to promote the broad scope of the Yamaha brand where tradition, combined with innovation, is tuned to the 21st century.

While the products exhibited were generally the same as those in the NAMM Show in January, some new products, such as the MOTIF 6, 7, and 8 synthesizers, were launched at the fair. We also prepared for the January 2002 introduction of the euro in 12 European countries by showing the prices of all products in euros. The first in the industry to embrace the new currency in this way, Yamaha expects price transparency and borderless transactions to proceed rapidly within the European Community (European Union) after the introduction of the euro currency.

Yamaha Corporation s President Shuji Ito visited the Yamaha booth during the fair on March 9 and 10. Inspecting exhibits enthusiastically and encouraging the staff, he received explanations on the content of the displays from attendants. Although the market outlook has remained cloaked in uncertainty since the end of last year, all the product lineups at the 2001 fair achieved their expected goals.

The lively Yamaha booth

The announcement to the media of AW4416-related software products during the fair (March 8)

2001 Winter NAMM Show Held
All-Round Yamaha, with a Spotlight on New Products

From January 18 to 21, the Winter NAMM Show was held in California s Anaheim Convention Center. In spite of talk of an economic slowdown in the United States, the venue was crowded, with both exhibitors (1,250 companies) and visitors (around 67,000) up since last year.

Yamaha Corporation of America (YCA) displayed a booth in the Marquis Ballroom of the Marriott Hotel adjacent to the main venue displayed pianos, B/O and Professional Audio & Combo products. In addition to pianos made of bubinga, the new concept piano Neo and the Xeno series of wind instruments, the booth displayed many different types of new products, such as the MS400 (powered speaker), the S03(synthesizer), and the DTXTREME (electronic drum). A coherent booth design helped bring order to the whole display and successfully emphasized Yamaha s comprehensiveness. On the first day, several prominent artists performed, including the jazz singer Mr. Tony Bennett and the well-known R&B band Tower of Power, during a reception for Yamaha dealers. A group session on the third night featured Yamaha drummers and drew many favorable comments from participants.

This year, Yamaha also modeled new distribution systems. Under the theme Music ©Tainment, an area was set up to demonstrate Internet-based musical data and the marketing of musical instruments through the Internet. An Extranet demonstration counter showed how dealers could directly review orders 24 hours a day through the Web.

The Yamaha booth, where visitors could touch, play, and experience the instruments.

The Anaheim Convention Center, the venue for the show

Home Theater Total Solutions CES 2001 (Las Vegas)

The four-day Consumer Electronics Show 2001 (CES 2001) was held from January 6 to 9 this year in Las Vegas, Nevada. A large-scale industry show, CES attracted 1,800 corporate exhibitors and 125,000 visitors. This is one of the world s largest events, displaying leading-edge technology under a single roof.

Characterized by the theme Home Theater total solutions, Yamaha s main exhibit was the DPX-1 digital cinema projector, which uses the DLP™ (Digital Light Processing System). In addition to image equipment, Yamaha effectively demonstrated an extensive lineup of amps, speakers, and other audio-visual equipment offering a cornucopia of exciting Home Theater possibilities. The feedback from many customers was highly positive. The many dealers who visited our booth for business discussions also expressed the hope that Yamaha, one of the leaders in Home Theater, will achieve further advances in the future.

A Yamaha projector on the cover of the CES magazine

The Yamaha booth

President Ito Visits Yamaha Companies in Taiwan

On November 8 and 9 last year, Yamaha Corporation s president, Mr. Shuji Ito, visited four Yamaha Group companies in Taiwan: Kaohsiung Yamaha Co., Ltd., Taiwan Yamaha Musical Inst. Mfg. Co., Ltd., Yamaha KHS Music Co., Ltd. (YKHS), and the Yamaha Music Foundation of Taiwan. At Kaohsiung Yamaha Co., Ltd., Mr. Ito encouraged the company to expand its role and importance in Yamaha s global strategy as it marked 30 years of operations in March 2001.

At Taiwan Yamaha Musical Inst. Mfg. Co., Ltd., Mr. Ito made a factory inspection and visited the construction site of the company s new warehouse, which will centralize the Group s distribution functions in Taiwan. Here, he delivered a speech pointing out the importance of quality in the manufacture of pianos with the Yamaha brand and exhorted staff to strengthen cost-competitiveness through exports of packaging materials. At YKHS and the Yamaha Music Foundation of Taiwan, Mr. Ito directly addressed all the staff in the course of his inspection tours, inspiring everyone that heard him speak.

This visit by Mr. Ito will significantly contribute to music culture in Taiwan and strengthen cooperation between operations in Taiwan and Japan. As a result of the visits, the four companies renewed their resolve to strengthen production, sales, and market penetration while constantly remaining aware of the need to make the Yamaha brand even more shining, words frequently spoken by President Ito.

President Ito speaks at Kaohsiung Yamaha Co., Ltd.

President Ito (center) plants a tree in commemoration of his final visit of the 20th century to Taiwan Yamaha Musical Inst. Mfg.Co., Ltd.

Ring Tone Download Service Started in Taiwan and China

Taiwan

On November 14 last year, Yamaha started offering mobile phone ring melodies in Taiwan, the first Japanese company to provide such a service overseas. Overcoming such challenging problems as music copyrights, Yamaha succeeded in offering the new service through Taiwan s largest mobile phone company, Taiwan Cellular Corporation (TCC), with the help of its local joint venture Yamaha KHS Music Co., Ltd. (YKHS). The name of the service is Melo-Ring, which transliterates neatly into three Chinese characters that sound like Melo-Ring and convey an appropriate image. The service, which got off to a good start, was used by around 50,000 mobile phone users as of February 16, with more joining daily.

China (Shanghai, Shenzhen)

Heartened by this success, on February 11 we linked up with eDongcity Information (Shanghai) Co., Ltd., a company offering information, entertainment, and software services for mobile phones, and began providing ring melody services in China. The target is 300,000 subscribers. In the future, 4-chord and 16-chord Yamaha melodies will be heard from mobile phones with Yamaha semiconductors on street corners around the world.

The "Melo-Ring" screen on a mobile phone. (Left) A "Melo-Ring" demonstration is given at a lively and well-attended media announcement. (Right)

100 YEARS
Yamaha Pianos
Since 1900
A Century of Excellence

Solo Concert by Maria Joao Pires

As part of the Centenary Concerts marking 100 years of Yamaha piano production, Ms. Maria Joao Pires gave a solo concert on December 2 last year at the historical 1,000-seat Gulbenkian Hall in Lisbon, Portugal. Known all over the world for her highly individualistic style, Ms. Pires uplifting performance of Beethoven and Schubert was rewarded by a standing ovation at curtain fall from a nearly full house.

Mr. Yasushi Matsuzaki, president of Yamaha-Hazen M sica S.A. (YH), joined Ms. Pires in a press conference before the concert. A cocktail party, to which dealers were invited, was well attended, and the concert was highly successful in drawing attention to the quality of Yamaha pianos and raising the profile of Yamaha-Hazen M sica, which hopes to expand sales of Yamaha pianos.

Press conference held before the concert (from left, Mr. Yasushi Matsuzaki, president; Ms. Celia Costa, YH staff; and Mr. Felix Hazen, vice president)

After the concert (from left, Mr. Matsuzaki; Mr. Yuji Matsuoka, YH staff; Ms. Joana Pires, (Ms. Pires' daughter); Mr. Kazuto Osato (concert tuner); and Ms. Maria Joao Pires)

Pamphlet for the concert

Panama, Colombia, and Venezuela Piano Competitions

Piano competitions were held from October to the end of November last year in Panama, Colombia, and Venezuela. These competitions, which celebrated a century of piano production by Yamaha, were backed by the music colleges of the countries. The piano competitions were enthusiastically supported by the music academia, including music colleges, and provided strong encouragement to aspiring young pianists. All associated with the competitions appealed to the organizers to continue holding them in the future.

Representatives of the academic and artistic communities of each of the three countries were invited to the awards ceremony and to a commemorative awards presentation competitions. The piano competitions brought Yamaha considerable recognition for its 100 years as a piano maker and for cultural contributions tailored to the needs of local communities. We hope that these countries will produce still more promising pianists in the near future.

Mr. Juan Carlos de Leon (right), first in the senior section in the Panama piano competitions, and Mr. Toshiaki Yamashita, president of Yamaha de Panamá, S.A. (YDP)

First Yamaha Store and Music School Opened in the Middle East

On January 20, the first full-scale Yamaha store in the Middle East was opened in Dubai, part of the United Arab Emirates (UAE). The opening was attended by Sultan Bin Sulayem, Chairman of the Dubai Free Zone Authority, and Mr. Kiyoshi Nishikawa, Japan s resident consul general in Dubai. Around 200 visitors and media representatives gathered for the opening.

The tape-cutting ceremony at the new Yamaha store (from left, Mr. K. V. Thomsun, president of the Thomsun Group; Sultan Bin Sulayem, Chairman of the Free Zone Authority; Consul-General Nishikawa; and Mr. Tsutomu Batoh, president of Yamaha Music Gulf)

The new store was opened by the Yamaha general agent in the UAE, Thomsun Trading, which boasts the largest musical instrument sales in the Middle East. The new store offers musical instruments, from grand pianos to recorders, as well as Professional Audio and Audio-Visual equipment. There is also a separate AV Room where customers can experience Yamaha s digital Home Theater products. With such a lineup of products, designed to appeal also to music lovers from nearby cities and neighboring countries, the new store is expected to become a landmark in the region.

Additionally, in September last year, Thomsun Trading opened the Middle East s first Yamaha Music School, which already has around 150 pupils. The school aims to increase students further and has plans to develop the market, expanding both sales and market penetration of Yamaha musical instruments.

Highly Praised by Mexican Drummers
Akira Jimbo Drum Clinic and Jazz Night

From November 27 to 29 last year, Yamaha de M xico, S.A. de C.V. (YDM) held a double event known as the Akira Jimbo Drum Clinic and Jazz Night in Mexico City, Monterrey, and M rida. The three shows attracted a record total audience of more than 3,000 people.

The first half of the events featured a demonstration and clinic by Mr. Akira Jimbo, while the second half was a jazz fusion performance put on by top local musicians. The shows ended with a jam session joined by all the musicians. In the final session in Monterrey, Mr. Akira Jimbo took up the well-known piece ***Asayake*** (one of the famous numbers of the former group Casiopea) and a drumming battle was held with local professional drummers. This brought the entire audience to its feet for a standing ovation and evoked loud cries of Jimbo! Jimbo!

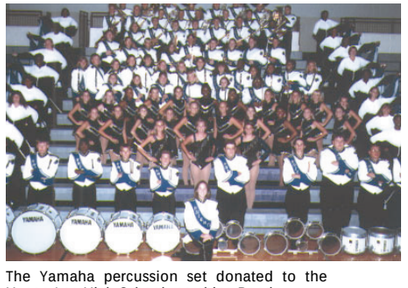
In this event, the Mexican drummers exuberant shouts of praise at the wonderful expressiveness of Mr. Jimbo s drumming, backed up by his sophisticated technique, were very gratifying for the Yamaha staff endorsing the drums. The Silent Contrabass, which had just been launched onto the market, was demonstrated in a stage performance for the first time ever, and attracted considerable interest.

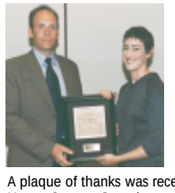
The drumming battle at Monterrey between Mr. Akira Jimbo and local professional drummers

Yamaha's Outstanding Community Contributions Recognized

The Upson County Commission has honored Yamaha Music Manufacturing, Inc. (YMM) on the 20th anniversary of its plant operations in Thomaston. The Commission presented an official resolution recognizing the company s contribution to the local economy and quality of life to YMM President Yoshinobu Ishikawa and Vice President of Manufacturing and Purchasing Ingram Haley. The company, which started with 50 employees and has now grown to 330, was lauded for creating more jobs in the community over the years. The company has also performed with excellence in the area of corporate citizenship, making substantial donations to the community arts program and the local public school system.

One example of YMM s philanthropy was the gift of a complete set of Yamaha marching percussion equipment to the Upson-Lee High School Marching Knights, including three snare drums, two sets of multi toms, five marching bass drums, and a complete set of carriers and cases. Mr. Jimmy Mauney, Director of Bands at Upson-Lee, had this to say: This donation to our music program will allow our band students to look and sound better than we ever have before. Hard-working, dedicated musicians deserve to perform on the highest-quality instruments available. Thanks to Yamaha, our students will sound great for many years to come with the addition of this percussion equipment.


The Yamaha percussion set donated to the Upson-Lee High School marching Band.


A plaque of thanks was received from Upson County, Georgia.

Yamaha Grand Piano S6 Delivered to Milan's La Scala Theater

In November last year, Yamaha Musica Italia s.p.a. (YMI) supplied two Yamaha Grand Piano S6s to the La Scala Theater in Milan, Italy for the first time. The pianos were immediately put to use in a Stravinsky concerto conducted by Mr. David Robertson and an opera by the Italian composer Mr. Azio Corghi. The pianos are also being used for opera rehearsals under La Scala s musical director, Mr. Paolo Arca.

All the performers at La Scala were highly impressed with the quality of the pianos. The pianos action, in particular, was said to be smooth and quiet with a good reaction, and the pianos were precise and superior to any other. La Scala s full-time piano tuner, Mr. Sandro Chiara Vailati, rated their quality as exceptional and declared that he would actively introduce the S6 to his clients in the future. Market penetration of the S6, CFIIIS, and other concert models is one of the most important issues for YMI s piano division. The piano orders received from La Scala will provide a vital lift in the division s future development.

Yamaha Grand Piano S6

Feature Story Part 4

Everything You Ever Wanted To Know About Orchestras

Conductors

What does an orchestra conductor really do? Can an orchestra not perform without one? Many aspects of the conductor's role are discussed. According to an essay by one conductor, the most frequently asked question is "Why doesn't the conductor face the audience?" The role of the conductor is in fact not well understood. As the only person with his back to the audience, the conductor is a grandiose figure who is bathed in the spotlight, but his complex work requires a high degree of musical skill, as well as an ability to extract what he desires out of the group of artists he leads—his orchestra.

Q. When were conductors first used?

A. Formal conductors were not used until the Baroque Period (around the mid-18th century). Since ensembles at this time were quite small, musical compositions were fairly simple, and no major tempo changes occurred during a particular piece, groups could perform without a leader, using only the movement of the lead violinist s bow as a guide.

Over time, however, as ensembles grew larger, music became more complicated, and the number of performers expanded, the need for a common musical standard became increasingly necessary. This was how the role of the conductor came to be established.

Born in 1732, Franz Joseph Haydn spent most of his life as the musical director for the court nobility in Hungary, but also worked as a composer, conductor and administrative director for a small orchestra of less than 20 musicians. Mendelssohn and Wagner, who arrived on the musical scene in the 19th century, were the best conductors and orchestra trainers of their time. All of these figures spent only part of their time as conductors, however.

The first person to become a professional conductor was a German who studied under Wagner, Hans von B low. He saw the conductor as more than just a tool for setting the tempo and sending signals to the orchestra, and established the role of the conductor as a central figure in the performance by virtue of his interpretation of the music. This established the conductor as a performer who plucked the strings of his own instrument his orchestra.

Q. How does one become a conductor?

A. There are no examinations or eligibility qualifications for becoming a conductor, and a person may become a conductor without graduating from the conducting department of a music school or studying in any kind of conductor s training program. However, becoming the conductor of a famous orchestra requires a great deal more than what is needed merely to join an orchestra.

Japan s eldest contemporary conductor, Takashi Asahina, when he was young, asked to become an apprentice of a famous German ld, Try writing out art for Beethoven s Seventh Symphony, the young Asahina correctly wrote the entire part, with only one omission.

There are many domestic and international conducting competitions. These naturally examine a conductor s technique and musical interpretation while he conducts an orchestra through a prepared piece of music, but they also involve a sight-reading element. For this, the score of a complex piece of music prepared for the competition is given to the conductor on site. The conductor then has to sit in a room and memorize the piece before coming out and leading the orchestra through the piece by memory. Not only does the conductor have to make his arm and hand motions properly, and signal all the entrances of each instrument, he has to point out intentional mistakes made by the orchestra members on the spot. Second trombone, that should have been an F-sharp, not an F, for example.

The minimal capabilities a conductor must have are

1. The ability to memorize an entire score.
2. A good ear for distinguishing correct notes amidst the music of the entire orchestra.
3. The ability to lead a group of professional musicians.

Of the conductors that meet these requirements, those with better musical insight and a higher level of charisma will succeed.

Q. Will the same piece of music be performed differently when directed by different conductors?

A. Because the work of the conductor, as mentioned above, is to use his orchestra as his instrument for expressing his image of the ideal performance of a particular piece of music, the same piece of music will be performed differently depending on the conductor directing it.

There may be differences in tempo, for example. The triple-time musical dance of Ravel s Bolero, whose rhythm and melody is repeated, is usually thought of as a 15-minute piece. However, different CDs show that the performance time can differ greatly depending on the interpretation of the conductor.

The recording performed by the All-American Youth Orchestra conducted by Leopold Stokowski* lasts 12 minutes and 3 seconds, while the recording by the Munich Philharmonic conducted by Sergiu Celibidache** lasts 18 minutes and 11 seconds. A difference in speed where one version is 1.5 times longer than another is an extreme example, but very slight tempo changes can be used in classical music to change the way the piece is expressed. The possibilities for changing the musical expression through subtle tempo adjustments throughout the performance are endless. Setting the tempo is only one way in which the personality of the conductor is reflected in an orchestra s performance.

** Leopold Stokowski (1882-1977)*
Stokowski molded the Philadelphia Orchestra into one of the finest orchestras in the world. He started to be active in conducting orchestras in Europe in the 1950s. Called the musical magician, he was also labeled the unorthodox conductor by virtue of his showmanship and intensely individualistic musical interpretations.

*** Sergiu Celibidache (1912-1996)*
Born in Romania, Celibidache studied in Berlin and conducted the Berlin Philharmonic Orchestra from 1945-1952. He later performed concerts throughout the world, but because of his refusal to commercialize his art and due to his dissatisfaction with recording technologies, he left behind very few recordings. Because of his charisma, however, pirated versions of his music are constantly appearing. After his death, his family consented to recordings of his concerts being released in live CD format.

Q. How is a conductor selected?

A. In Japan, exclusive conductors are often chosen by an orchestra s managing committee. The managing committee is comprised of several orchestra members, including the concertmaster, to manage the affairs and administration of the orchestra. If an orchestra has a musical director, that director has a major voice in selecting conductors (however, as mentioned earlier, the musical director is often the conductor). The Berlin Philharmonic has announced that Simon Rattle will be its artistic director starting in 2002. The decision was made by a vote among all the orchestra members.

In recent years, talented conductors have traveled the world to conduct different orchestras. Today, an orchestra s regular conductor conducts about 30-50% of all its performances, with the remainder conducted by various guest conductors.

Conductors' Fashion

Orchestras originally began as court ensembles. Because they performed primarily at ceremonial or official events, they were required to dress in formal attire. For men, this meant morning coats during the day and tailcoats in the evening. Standards have been relaxed somewhat, with contemporary musicians wearing black suits during the day and tuxedos in the evening, but the conductor usually wears formal attire.

Conducting is extremely demanding work, requiring the conductor to move his arms several tens of thousands of times during a single concert. He will often perspire, so he has to wear a tailcoat that is formal, but that breathes well and allows him to move easily. Also, since the audience is most often looking at his back, the conductor must wear a tailcoat that looks good from the back. The most famous conductors have their own tailors and stylists who support them by taking care of the most minute details of their appearance.

JOCs Delight Audiences around the World

JOC in Canada Features Talented Young Musicians

Last October 29, a National Junior Original Concert (JOC) was held in Vancouver, Canada, sponsored by Yamaha Canada Music Ltd. (YC) and Tom Lee Music of Vancouver. Nestled between the high mountains and the sea, Vancouver was a perfect site for beautiful music. The concert featured talented young composers from age 6 who study at Yamaha Music Schools across Canada, including Vancouver, Edmonton, Winnipeg, and Toronto. There was even a performance from an invited guest student from the United States.

Held in the Massey Theatre, the second half of the JOC featured Andrea Ho (17) and Rajini Retnasothie (13). Each performed their piano concerto with the 85-piece Vancouver Youth Symphony Orchestra, under the baton of maestro Arthur Polson. Both young artists received a standing ovation from the enthusiastic audience of over 750.

The concert was attended by the Consul General of Japan, Mr. Yuichi Kusumoto, and Mrs. Kusumoto; the president of YC, Mr. Yoshihiro Doi; and Mr. Henry Lee, president of Tom Lee Music, Vancouver.

The JOC concert in Canada attracted many highly talented young musicians.

JOC Held to Mark YMM's 20th Anniversary

Yamaha Music Manufacturing, Inc. (YMM), Yamaha s U.S. piano production base, is located in a green setting one hour by car from Atlanta City. Every year, YMM organizes various concerts as part of its program for contributing to local communities. On November 11 last year, YMM held its first Junior Original Concert (JOC) to celebrate 20 years of operations.

Surrounded by children who participated in the JOC Concert

The first half featured solos, ensembles, and impromptu performances by music students, while the second half was a highly energizing jazz session. Both halves of the two-layered concert attracted enthusiastic applause including standing ovations and expressions of gratitude from the large number of local people that attended. There could hardly be a more fitting way to commemorate the 20th anniversary of the foundation of YMM than an event that deepened friendship with the local people.

Asia-Oceania JOC Held in Malaysia

The Asia-Oceania Junior Original Concert (AO JOC), which provided an opportunity for junior musicians to perform works they had written themselves, was held in Shah Alam, Malaysia on January 14 with guest of honor and patron Mrs. YAB Datin Seri Endon, the wife of the deputy prime minister. This AO JOC has been held each year since 1991, when it started in Singapore, and this year attracted a total of 11 groups from Malaysia, Indonesia, Thailand, Australia, Singapore, Hong Kong, Taiwan, and Japan. The spirited and lively solo and ensemble performances delighted the audience of 1,400.

This concert attracted a large amount of interest from the general public as well as from music educators, promoting confidence in Yamaha s music education system and impressing the audience with the results of the Yamaha way. The money raised by the concert will be donated to sufferers of incurable diseases in Malaysia and children who have lost parents in traffic accidents.

The Malaysia JOC participants came from eight countries and regions.

Yamaha Marching Drums Used in Paris Parade

In the New Year s Day Parade-Paris held in Paris on the first day of 2001, the sixth time the parade has been held, the team from Japan used Yamaha marching drums. As a major event marking the start of the new century and one of Europe s three largest parades, this year s event was planned by the committee to promote youth exchange in Britain. Apart from a group of Spanish youngsters, the participating groups were nearly all American bands (high school and university students). Japan participated for the first time ever this year.

The Japanese team, a 90-member band made up mainly of third-year students from four Tokyo high schools, was planned by the Tokyo Marching Band Committee. Around 30 parents of band members also flew to Paris to lend their support. The parade was very lively and inspired some spectators to dance in the street. The Yamaha marching drums left a lasting impression on the first day of the new century in Paris.

The team from Japan plays the Yamaha marching drums.

YAMAHA CORPORATION Public Relations Division 2-17-11, Takanawa, Minato-ku, Tokyo 108-8568, Japan Tel: 81-3-5488-6601 Fax: 81-3-5488-5060 http://www.yamaha.co.jp

YAMAHA

Printed in Japan on recycled paper